# Business Idea Worksheet

**Briefly describe your business idea.**

**Develop a detailed idea description.**

Refine your idea and write a detailed description of the business concept by answering the following questions.

**1.** What product or service will you offer?

**2.** What consumer need(s) will your business fulfill?

**3.** Who is going to buy or use your product or service?

**4.** How will your product or service be unique, different, or superior to similar products and services?

**5.** Who are your competitors and why will customers buy from you rather than from the competition?

**6.** How might you create additional demand for your business?

**7.** What will prevent others from offering a similar product or service?